

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Release of one full page colour advertisement of A.P. Tourism in Shubh Yatra, Mumbai and Spice Route, New Delhi (in-flight magazines) - Sanction of Rs.5,60,197/- (Rupees Five Lakhs Sixty Thousand One Hundred and Ninety Seven Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 278

Dated:15-03-2014

Read the following:

1. G.O.Rt.No. 496, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No. 555, YAT & C (PMU) Department, Dated: 15-07-2013.
2. From M/s. Adfactors PR Private Limited, Mumbai, Lr. Dated: 18-07-2013.

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ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. for promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls, Electronic & Print Media etc and conducting A.P. Tourism press conferences, Roadshows at various states / countries.

2. In the reference 1st read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23-05-2013.

3. M/s. Adfactors PR Private Limited, Mumbai has submitted bill for an amount of Rs.5,60,197/- towards release of one full page colour advertisement of A.P. Tourism in Shubh Yatra, Mumbai and Spice Route, New Delhi (in-flight magazines).

4. Government, after careful examination of the matter hereby sanction an amount of Rs.5,60,197/- (Rupees Five Lakhs Sixty Thousand One Hundred and Ninety Seven Only) to M/s. Adfactors PR Private Limited, Mumbai towards release of one full page colour advertisement of A.P. Tourism in Shubh Yatra, Mumbai and Spice Route, New Delhi (in-flight magazines).

5. The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13- Tourism PMU, 260-Advertisements, Sales and Publicity Expenses”.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to M/s Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank Name	:	Standard Chartered Bank
Bank Brach	:	M.G. Road, Fort, Mumbai
Bank Account No.	:	2250 6046 075
IFSC Code	:	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s Adfactors Advertising, Mumbai.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED :: BY ORDER//

SECTION OFFICER